



OFFICE OF THE NATIONAL COMMANDER
NATIONAL HEADQUARTERS
CIVIL AIR PATROL
MAXWELL AIR FORCE BASE, ALABAMA 36112-6332

25 August 2006

MEMORANDUM FOR ALL SQUADRON COMMANDERS

Subject: Great Start

1. I believe that every new member in CAP deserves a great start. As a result, your National Recruiting & Retention Committee, in partnership with our national headquarters staff, have created an outstanding new tool to aid in member retention, called "Great Start."
2. Visit www.cap.gov/start to download the draft "Great Start Booklet," along with the draft "Great Start Squadron Guide." I encourage you to begin using these tools immediately.
3. The "Great Start Booklet" is not meant to be used as a recruiting tool (meaning, not to be given out at air shows, open houses or recruiting booths). Rather, this booklet is designed as a retention tool (meaning, shared one-on-one with those visitors who actually show their committed interest by visiting your squadron). The mentor goes over this booklet with the prospective member to ensure that your guest knows what to expect before becoming a member. After the visitor joins, the mentor would guide your new member through the first-year checklist. Complete details are in the "Great Start Squadron Guide."
4. Please let Rob Smith at national headquarters know of any errors in the draft materials, or if you have any suggestions. You can reach him at rsmith@cap.gov or 888.211.1812, ext. 304.
5. Thank you for helping our new members get a great start in CAP!

A handwritten signature in black ink, reading "Antonio J. Pineda", is positioned above the printed name.

ANTONIO J. PINEDA
Major General, CAP
Commander

cc:
National Board Members
National Recruiting & Retention Committee Chair
HQ CAP/EX/XP/MD/DV/DP/PD/ED